

ABSTRACT OF THE DISCLOSURE

Acquisition portion acquires distribution rule information, user situation information, and a distribution information structured document output from contents distribution server, and evaluation object extraction portion extracts evaluation objects related with the user side situation from evaluation objects of each condition description portion contained in the distribution rule information, and user situation extraction portion extracts the situation of user terminal corresponding to evaluation objects concerned from the user situation information, and condition evaluation portion evaluates each condition description portion on the basis of the situation of the user terminal, and conversion rule information generation portion generates a conversion rule information on the basis of the result of the evaluation, and conversion portion converts a distribution information structured document on the basis of the conversion rule information, and output portion outputs the distribution information structured document to the contents distribution server.